

Making an adless newspaper go, therefore, is a mere matter of getting enough circulation to make that profit cover the general expense.

When advertising is eliminated from a newspaper, approximately 90 per cent of the cost of publication is cut out. Where it would cost about \$25,000 a month to publish a newspaper that carries advertising—that is, a new one—the cost of publishing The Day Book, outside of white paper cost, is about \$2,500 a month.

On this basis The Day Book would be self-sustaining with a compact circulation of about 30,000—and without one penny of revenue except from circulation.

The Day Book gets all the news, as it has the full leased wire and cable news service of the United Press, an exclusive afternoon press association that serves more afternoon newspapers than the Associated Press does.

The Day Book has its own staff of editors and reporters; and, in addition to the United Press and its local staff, has the exclusive service in Chicago of the Newspaper Enterprise Association, the largest feature service in the world, with a large staff of special writers, artists, cartoonists and correspondents.

There is more real news in The Day Book every day than there is in any other afternoon newspaper in Chicago, although much of it is boiled down to essentials, and there is a minimum of headlines.

And in every issue of The Day Book there is news and information that will be found in no other Chicago newspaper.

One reason for that, aside from special service, is that The Day Book can fearlessly publish news that for advertising reasons other newspapers suppress.

The people generally are coming to understand the influence of advertising in the news and editorial columns of newspapers. Long ago the editorial columns lost their power of moulding public opinion, because of the public suspicion of the purposes of the kept press.

And now the people have become suspicious of the accuracy of news reports, because of the known influence of Big Business, through advertising, on the policy of newspapers controlled from the business office.

It is my purpose to make The Day Book as near a public utility as is possible under private ownership.

Being under no more obligation to the richest multi-millionaire in town than to the poorest citizen with a cent to buy a copy, The Day Book does not have to cater to or fear Big Business and Special Privilege, but is free to tell the truth and represent the great 95 per cent of the people.

The unusual size and form are possible because The Day Book is an adless newspaper. As nothing goes into the adless paper but news and information, it is possible to have it printed in the convenient form you see.

Some newspapers consume fully 25 per cent of all news space with headlines. The Day Book doesn't. And The Day Book uses larger type than any other newspaper. Your eyes will tell you that. It is easy on your eyes, and may save them.

I cannot adopt the ordinary methods of buying circulation, for I must have only circulation that is profitable. The newspaper that lives on its advertising receipts loses on its circulation, but can afford to spend vast sums getting circulation and making distribution.

For the game with the advertising newspaper is to get more and more circulation, whatever the cost, because the greater the circulation the higher the advertising rate.

There are several newspapers in Chicago that must lose at least \$700